

Statement of applicability

Pexel research services Ltd is a market, opinion, and social research organisation providing Multi-lingual quantitative and qualitative data collection services: Computer assisted telephone interviewing (CATI) and table preparation, commonly known as *field and tab*.

Pexel provides telephone research data collection to full service Market research consultants both nationally and internationally.

Pexel has elected to include the core elements and research terms 1-4: Sampling, fieldwork, self-completion and data processing to be attested to this document in accordance with Annexes A,B,E and F. Pexel has elected to exclude Annex C and D in their entirety from the attestation.

Details of Pexel's attested annexes are as follows:

Annex	Attested	Excluded	Explanation
Annex A – Sampling including access panels	Yes	A.3 A.4.1 A.4.2 A.4.3.1 A.4.3.2 A.4.3.3 A.4.3.4 A.4.4 A.4.5 A.4.6 A.4.8 A.5	Pexel receives sample lists directly from clients. Where sample is purchased in-house a sample provider is used according to the parameters set by our clients. Pexel does not use access panels or provide services relating to panels in any way.
Annex B – Fieldwork	Yes	B.3 B.5.3 B.6.4	Qualitative and quantitative telephone fieldwork using an electronic data collection platform (NEBU) Pexel does not conduct face-to-face interviewing or focus groups and as such has no need for fieldworker ID. Pexel does not use predictive dialling.
Annex C – Physical observation		All	Not attested
Annex D – digital observation		All	Not attested
Annex E – Self completion	All		WAPI functionality used in combination with CATI. Electronic mail invites with link to survey portal via NEBU.
Annex F – Data management and processing	Yes	F.5.1	Pexel provides deliverables to our clients in the form of data tabulation. Code frames and weighting is always determined by the client. Pexel may develop code frames when cleaning data, but this must be approved by the client. Pexel does not conduct statistical analysis, interpretation of data, or provide any reporting services on research findings.

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Approved by: Pavel Marek, Operations Director/Acting Managing Director, 19/09/2025

Confidentiality level: Public